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A New Horticultural Triumph!



PANSY DE LUXE

DON'S GIANT WINTER FLOWERING

*Exclusively distributed
by*

A. L. DON & CO.

SEEDS · PLANTS · BULBS

PATERSON · NEW JERSEY

Don's Giant Winter Flowering Pansy

FRITZ BAHR
Says—

Don's Upright Growing Pansies

Anyone not acquainted with this remarkable strain would find it hard to believe that the plants will not only grow under glass during Winter to a height of fully 30 inches, but produce from six to eight strong upright stems, each carrying as many as six good sized flowers at a time, on 8 to 10 in. stems. It was such plants in 6 in. half pots that attracted so much attention at the recent Chicago Spring flower show.

These plants were grown from seed sown under glass July 2. The seedlings were transplanted and kept in flats until Oct. 22, when they were planted in the 6 in. half pots and the pots were sunk in a bench from which Chrysanthemums had been removed, the pots being covered with a thin layer of soil. The plants remained undisturbed but were provided with a stake until they were exhibited at the show.

Still heavier growth and better stems were obtained from stock planted on a bench. The flowers were admired by all who saw them displayed in tall vases. Why shouldn't they? Previously, it was the short stems of Pansies our customers found fault with, no matter how large the flowers. This fault is overcome with the Don's strain. I understand Mr. Don by chance came across this remarkable Pansy a few years ago on a private estate and through careful selection, it has been developed to its present state. The strain not only produces large flowers of good form, but in a wide variety of colors.

I can't speak for the wholesale grower, but for every florist who disposes of what he grows at home, this strain should prove a paying crop. Plants shown in your store, 24 to 30 in. tall, with perfect foliage and a number of blossoms, will not only attract more attention than anything on display, but prove good sellers. I hardly need say what Pansies want during Winter. A 45 deg. house, a sunny bench, good soil, free ventilation and a foot of space between the plants. By all means grow several of the fine strains of Pansies now produced in the East, Canada and the great North West, but don't neglect to give this new-comer a fair trial. It will be well worth your while.

Reprinted, by kind permission, from
Florists Exchange of May 30, 1936.

PANSIES AT THEIR LOVELIEST

One of the most important horticultural introductions of recent years. Plants grow 2½ to 3½ feet high, with six to eight strong upright stems bearing numerous good sized blooms on flower stems ten to twelve inches long.

SOW IN JULY-AUGUST

Seed should be sown under glass in July or August, and the plants benched in the greenhouse about October. Set the plants twelve inches apart in the bench and support in the same manner as carnations. They may also be grown in 6" pots sunk in the bench if desired.

A WEALTH OF BLOOM

from December to May

The color range is excellent, and if the blooms are kept cut as they mature the flowering period will continue from December well on into the spring. Our cover illustration shows some of the plants grown in pots and exhibited at the Chicago spring flower show this year by Mr. Fritz Bahr, where they attracted considerable favorable attention.

Don's Giant Winter
Flowering Pansy
is now being featured
by leading horticulturists
everywhere

"You will see that I am again ordering your Giant Winter Flowering Pansy which I have been getting from you now for the past three years. The results have been wonderful. The flowers are so large and beautifully colored."

(Mrs.) E. E. BERNHEIMER,
DEAL, N. J.

"Am having great success with your Giant Winter Pansies. The quantities of bloom obtainable from the plants, the wonderful variety of colors and markings, their large size and unusually long stems have surprised me."

W. ELLINGS, Supt.
for Mrs. William Goadby Loew,
TUXEDO PARK, N. Y.

"You underestimate your contribution to private growers. I have had your Winter Flowering Pansies 5 feet high and blooming from December to April, with long and sturdy stems. Congratulations."

FRITZ BERGLAND, Supt.
for S. B. Carpender,
NEW BRUNSWICK, N. J.

"I would like to say how pleased I am with your Giant Winter Flowering Pansy. Its upright growing habit is different to anything I have seen in pansies before, and it is astonishing how much bloom can be obtained from these tall plants."

FRANK BLACK, Supt.
for Mrs. Felix Fuld,
SOUTH ORANGE, N. J.

PACKET OF 100 SEEDS . . . \$2.00

A. L. DON & CO.

PATERSON, NEW JERSEY

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U. S. Department of Agriculture.

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